



Stanford eCorner

Scale Opportunities in Digital Health

Halle Tecco, *Rock Health*

January 15, 2014

Video URL: <http://ecorner.stanford.edu/videos/3251/Scale-Opportunities-in-Digital-Health>

Rock Health CEO Halle Tecco describes sweet spots for digital health startups interested in scale. According to Tecco, founders should find ways to automate manual processes, use technology to lower costs of current therapies, and give a good, hard look at improving current legacy software products.



Transcript

There are a couple of things that we do like. So if something already has a reimbursement code so the insurance companies are already paying other people for that same tool, then if the company can come in and do that digitally and have it be much lower costs then it's able to scale. We have a company that is taking a known therapy for pre-diabetics that is reimbursed, and it's actually an in-person class that insurance pays for people to go to the hospital to take these classes, and they're just bringing it online. And so there is already reimbursement code, they already know that they can fit into the system and they can do it at a much lower cost, and make it a lot easier for patients to do, because they don't have to go into the hospital every time. There is a lot in hospital administration and it's not very sexy, but there is a lot of money for hospitals to be able to deploy better tools that can help them make decisions. The HR landscape is one of the biggest industries within healthcare right now, being able to, as Kit Check I think was a really great example, automate some processes that are traditionally done on pen and paper. So hospitals have a lot of great needs that aren't really being addressed by the incumbents. The legacy healthcare technology companies are - the bar is so low. I encourage all of you guys to go look at the software that's being built by the big healthcare IT companies and you'll be like, I can build that better. From my dorm room, I can build that better.